

**C.R.C**

**COLLEGE RADIO  
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

May 25th, 1954

Miss Camilla Davis  
Manager, Radio Station WCSR  
Smith College  
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of May 20th. We enclose program forms on which you may record your broadcast schedule for our guidance in representing WCSR to national advertisers. Please fill in one sheet for each day of the week and return to us.

Applications for Luckies to be used as program give-away prizes will be taken in September for the 1954-5 year. You'll be reminded of this through our Sales Newsletter; please write again on the subject in the fall.

Your payment for second semester Luckies programs will be sent promptly on receipt of your final affidavit. The affidavit form will reach you in about a week.

Best wishes for a pleasant summer.

Cordially,

*Robert R. Vance, Jr.*

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COLLEGE RADIO CORPORATION

RV:j



STATION PROGRAM SCHEDULE

College \_\_\_\_\_

Call Letters \_\_\_\_\_

DAY: \_\_\_\_\_

Note: 5-min. and 10-min. programs are shown by lines  
dividing the fifteen minute segments proportionately.KEY TO PROGRAM SYMBOLS:

CM - Classical Music  
 PM - Popular Recorded Music  
 N - News (National & Local)  
 S - Sports  
 LS - Local Sports  
 NS - News & Sports  
 SM - Special Music (Jazz, Show  
 music, etc. - See "remarks")

L - Live Shows (forums,  
 interviews, etc. - see  
 "remarks")  
 LM - Live Music (vocal,  
 instrumental, etc.  
 see "remarks")  
 PbP - Play-by-Play sports  
 (recorded music replaces)

KEY TO SPONSORSHIP SYMBOLS:

SN - Sponsored National  
 SL - Sponsored Local  
 UN - Unavailable for sponsorship  
 AP - Available for SPOT participation

Blank spaces indicate station  
can and will adjust program schedule

STATION BREAK	TIME SEGMENT	PROGRAM TYPE	PROGRAM NAME	SPONSORSHIP	REMARKS
	7:00 - 7:30a				
	7:30 - 8:00a				
	8:00 - 8:30a				
	8:30 - 9:00a				
	6:00 - 6:15p				
	6:15 - 6:30p				
	6:30 - 6:45p				
	6:45 - 7:00p				
	7:00 - 7:15p				
	7:15 - 7:30p				
	7:30 - 7:45p				
	7:45 - 8:00p				
	8:00 - 8:15p				
	8:15 - 8:30p				
	8:30 - 8:45p				
	8:45 - 9:00p				
	9:00 - 9:15p				
	9:15 - 9:30p				
	9:30 - 9:45p				
	9:45 - 10:00p				
	10:00 - 10:15p				
	10:15 - 10:30p				
	10:30 - 10:45p				
	10:45 - 11:00p				
	11:00 - 11:15p				
	11:15 - 11:30p				
	11:30 - 11:45p				
	11:45 - 12:00m				
	12:00 mid to sign-off				

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